

IFLA:
International Newspaper Conference 2011
Kuala Lumpur, 25- 27 April 2011



UM in the News:
Marketing and promotion in social media
platforms

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Introduction to “UM in the News”

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Introduction

What is news?



information about recent events or happenings, especially reported by newspapers, periodicals, radio or television



presentation of such information, as in a newspaper or on a newscast



online newspaper - newspaper that exists on the Internet



What is "UM in the News"?

- Initiated in 2008 by Dr Nor Edzan Hj Che Nasir, UML Chief Librarian

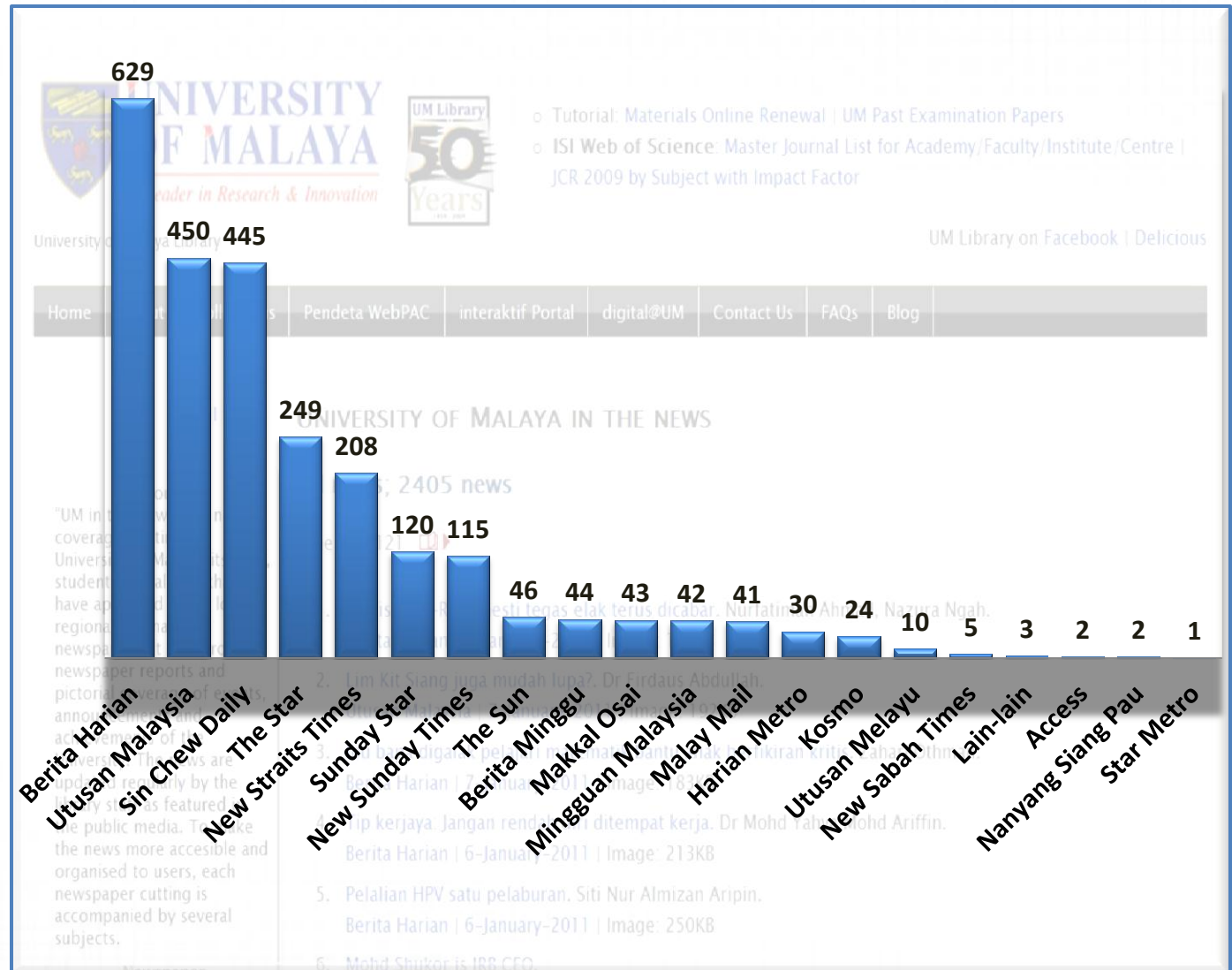
2008 - April 2011: 3033 news clippings



UM Library news clippings sources (as at 24th Jan 2011)



UML's news clippings sources (as at 24th January 2011)




Strategies used in marketing

a) Highlight latest news clippings on the first page of UML's website


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New Books at The Library

UM in the news | [More news](#)

- ▶ [Promote good mental health](#) | The Star 11-February-2011
- ▶ [UTM bukti kuasa besar bola jaring](#) | Berita Harian 10-February-2011
- ▶ [Dakwah Dr Sharifah Hayaati](#) | Berita Harian 10-February-2011
- ▶ [Perpustakaan UM jelaskan isu pelajar kecewa](#) | Berita Harian 10-February-2011
- ▶ [Tips kerjaya: Mengagih gaji pertama anda](#) | Berita Harian 10-February-2011


News & Announcement

<http://www.umlib.um.edu.my>


Strategies used in marketing

b) Provide search browsing in several modes





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the news more accessible and organised to users, each newspaper cutting is accompanied by several subjects.

Newspaper

- Access (2)
- Berita Harian (659)
- Berita Minggu (44)
- Harian Metro (34)
- Kosmo! (29)
- Lain-lain (5)
- Makkal Osai (43)
- Malay Mail (41)
- Mingguan Malaysia (43)
- Nanyang Siang Pau (2)
- New Sabah Times (5)
- New Straits Times (209)
- New Sunday Times (120)
- Sin Chew Daily (450)
- Star Metro (1)
- Sunday Star (125)
- The Star (256)
- The Sun (47)
- Utusan Malaysia (474)
- Utusan Melayu (11)

Month

- Feb 11 (55) Jan 11 (178)
- Dec 10 (152) Nov 10 (157)
- Oct 10 (114) Sep 10 (107)
- Aug 10 (116) Jul 10 (120)
- Jun 10 (59) May 10 (89)
- Apr 10 (66) Mar 10 (79)
- Feb 10 (95) Jan 10 (104)
- Dec 09 (52) Nov 09 (50)
- Oct 09 (96) Sep 09 (37)
- Aug 09 (89) Jul 09 (61)
- Jun 09 (71) May 09 (55)

- Online Databases
- UM Library Weblog
- UM Library on Facebook
- Links To Other Libraries

UNIVERSITY OF MALAYA IN THE NEWS

All news; 2405 news (Date captured: 7 January 2010)

Search by newspaper categories

gas elak terus dicabar. Nurfatimah Ahmad, Nazura Ngah. --2011 | Image: 170KB

lupa?. Dr Firdaus Abdullah. --2011 | Image: 192KB

matematik bantu anak berfikiran kritis. Zahari Othman. --2011 | Image: 183KB

Sin Chew Daily | 8-January-2011 | Image: 121KB

18. Majlis Raja-Raja mesti tegas elak terus dicabar. Nurfatimah Ahmad, Nazura Ngah. Berita Harian | 7-January-2011 | Image: 170KB

19. Lim Kit Siang juga mudah lupa?. Dr Firdaus Abdullah. Utusan Malaysia | 7-January-2011 | Image: 192KB

Search by subject

Services (96) Ranking (55) UM--Research (55) UM--Activities (52) UM--Lecturers (51) Education, Higher--Malaysia (46) UM--Convocation (36) Crime--Malaysia (35) UM--Commentaries (35) Student--Elections (34) UM--Indian Studies Department (32) Academia--Awards (32) Times Higher Education-QS (30) E-voting (28) Job hunting--Malaysia (27) Ministry of Higher Education (27) Conference (26) Students--Opinion (25) Ministers--Malaysia (25) Malay language--Outlines, syllabi, etc (22) Scholarships--Malaysia (22) Education--Awards--Malaysia (22) Universities and Colleges--Malaysia (21) Student--Awards (19) Malays(Asian people)--Social life and customs (18) Legal issues--Malaysia (18) Education--Malaysia (18) UM--Pro Chancellor--speech (16) UM--Student (15) UM--Royal Profesor--Ungku Abdul Aziz (14) Conduct of court proceedings--Malaysia (14) UM--Staffs (13) Programme (13) Students--Discipline (12) Speaker's Corner (12) UM--Staff-Bereavement (12) University of Malaysia Medical Centre--Medical cases (11) Disability, handicap, and life chances (10) Child abuse--Malaysia (10) Home accidents--Malaysia (10) Staff (10) UM--Akademi Pengajian Melayu (10) Lecturers--Opinions (10) Academia--Publications (10) MoU (9) (H1N1) virus disease--Malaysia (9) Queen's University Belfast (9)

Search by month

Strategies used in marketing

c) Social sharing – AddThis sharing widgets




Strategies used in marketing

d) Social media as a marketing tools







The University of Malaya Library

Share:    

Write something...

Information

Location:
Lembah Pantai
Kuala Lumpur, Malaysia, 50603

Founded:
1959

20 Friends Like This

6 of 20 Friends [See All](#)



Linda Lindot Sanusi



Mazmir Mohd Amin



Edzan Nasir




Azrhizha I Ismile



Harvin Sidhu Brar



Haslina Husain



The University of Malaya Library

Organization · Kuala Lumpur, Malaysia

Overview: The University of Malaya Library was established in 1959 and has a total collection of more than a million titles up to date.

Libraries: The University Library consists of a Main Library which provides library facilities for the whole campus and a network of branch and special libraries to meet the specific and special needs of some faculties.

Getting here: <http://www.umlib.um.edu.my/fcontents.asp?tid=16&cid=33&p=8&vs=en>

Pendeta Web Catalog: <http://www.pendeta.um.edu.my/>

Materials Online Renewal: <http://www.umlib.um.edu.my/scontents.asp?tid=28&cid=77&p=1&vs=en>

Library Web Portal: <http://www.dglib.um.edu.my/interaktif/>

ePrints Repository: <http://eprints.um.edu.my/>

UM Library's photostream: <http://www.flickr.com/photos/umalayalibrary/>

Weblog: <http://umlibweb.wordpress.com/>

UM in the news: <http://www.umlib.um.edu.my/newscut.asp>

4,786 people like this

Likes [See All](#)



JSTOR



Life.com



Tan Sri Professor Award of Thanks

Write a comment...



The University of Malaya Library

mStar Online : Najib Umum 31 Disember Cuti Umum Bagi Meraikan Kejayaan Skuad Harimau Rangkul Piala.
mstar.com.my
Malaysia wins AFF-Suzuki Cup; PM declares Friday a public holiday

December 30, 2010 at 12:00am · Like · Comment · Share

7 people like this.

Write a comment...



The University of Malaya Library ... Merry Christmas & a Happy New Year to everyone ...


December 24, 2010 at 1:00am · Like · Comment

<http://facebook.com/UMalayaLibrary>

Strategies used in marketing

d) Social media as a marketing tools



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10 FEB 11 **Mohammed bersara selepas 32 tahun berkhidmat - UM in the news - University of Malaya Library** SAVE | SHARE UMLib UM UMnews

Sarjana sastera meninggal akibat barah - UM in the news - University of Malaya Library SAVE | SHARE UM news clippings UMLib UM UMnews

Psychiatrist: Do more to address suicide - UM in the news - University of Malaya Library SAVE | SHARE UM news clippings UM UMLib UMnews

Mewah bahasa: 'Dalam menyelam, cetek bertimba' - UM in the news - University of Malaya Library SAVE | SHARE UM news clippings UM UMLib UMnews

Tags Options

▼ Top 10 Tags

Library	118
Education	81
Research	57
onlinedatabase	54
Web2.0	45
UMLib	37
Leisure	36
Journal	33
F.Y.I	32
References	21

► All Tags 38

<http://www.delicious.com/umlibrary/>

Measuring the effectiveness of these strategies

- Analytics Tools

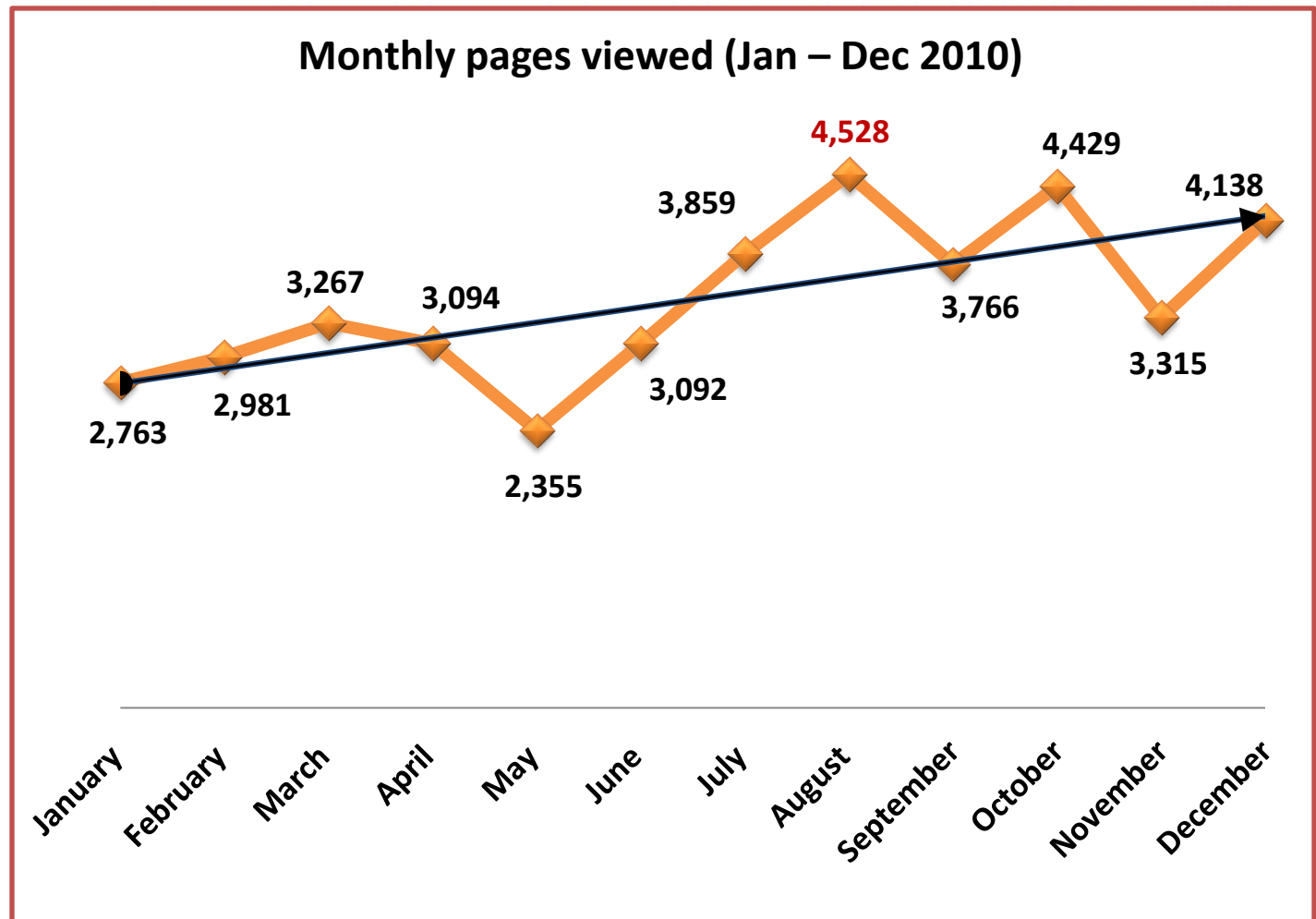


AddThis™

One button. Your content everywhere.

Measuring the effectiveness

a) Monthly pages viewed (Jan – Dec 2010)



2,930 pages were viewed a total of **41,587** times in the year 2010

Measuring the effectiveness

b) Contents Trends (Nov 2010 – Feb 2011)

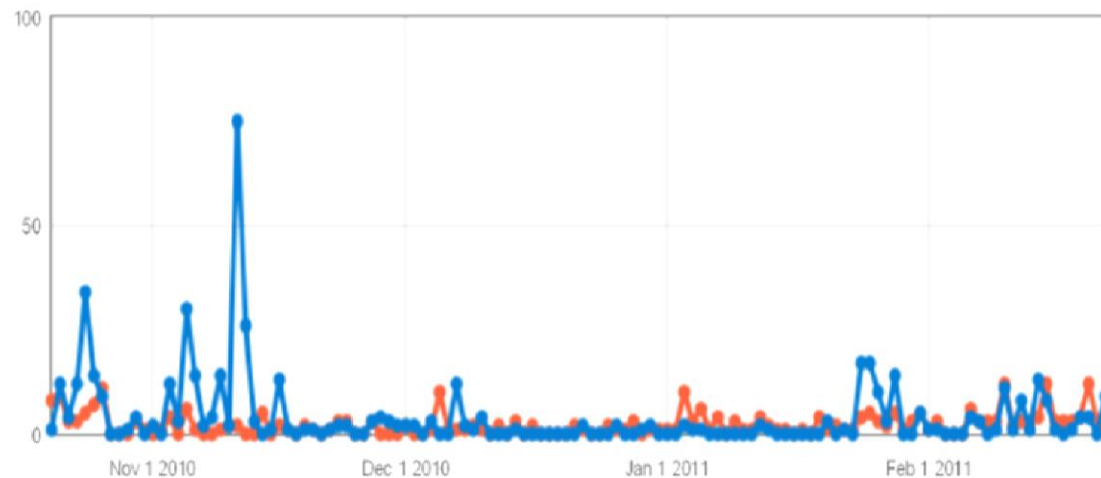


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Content Trends

Daily Shares & Clicks



Shares ?

287

Clicks ?

494

Viral Lift ?

172%

- Shares:** once users have begun to share our content (news clippings), analytics data should begin to be collected within an hour
- Clicks :** measure how much traffic is brought back to our pages from visitors sharing our content with AddThis tools
- Viral lift:** measure whether this viral traffic resulted in subsequent generations of sharing. $(\text{Clicks}/\text{Shares}) \times 100$

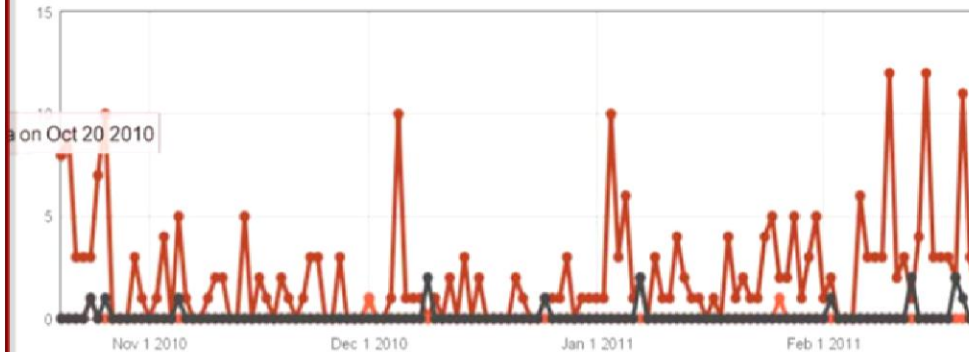
Measuring the effectiveness

c) Geographic trends – Top countries (Nov 2010 – Feb 2011)

Geographic Trends

Time Period: All Time

Daily Shares to Top Countries



Malaysia

270

United Kingdom

3

Other

14

Top Countries Select a country to view details

Country	Shares	Clicks	Viral Lift
Malaysia	270	409	151%
United Kingdom	3	23	767%
Indonesia	3	2	67%
Singapore	3	16	533%
United States	3	4	133%
India	2	1	50%
Japan	2	19	950%
United Arab Emirates	1	0	0%

Malaysia
Shares: 270
Clicks: 409
Viral lift: 151%

Map



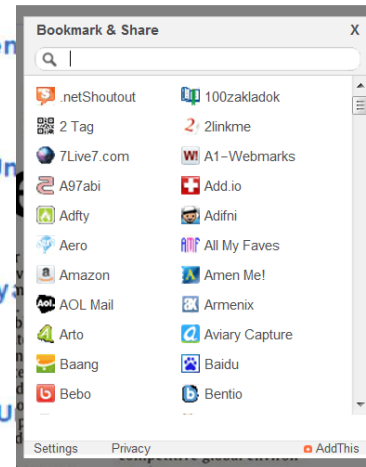
Measuring the effectiveness

d) Top Contents – most popular content (Nov 2010 – Feb 2011)



Top Content

Page	Shares	Clicks
VIRAL Cipta rekod logo 1Malaysia guna straw - UM in the news - University... http://www.umlib.um.edu.my/newscut_details.asp?cutid=2498	9	65
Zaen Kasturi dinobat penerima Anugerah Penulisan Asia Ten... http://www.umlib.um.edu.my/newscut_details.asp?cutid=2002	8	5
Menghadapi hari temuduga (siri kedua) - UM in the news - U... http://www.umlib.um.edu.my/newscut_details.asp?cutid=1993	7	2
Toddler dies of abuse - UM in the news - University of Malay... http://www.umlib.um.edu.my/newscut_details.asp?cutid=1105	6	0
VIRAL Penulisan resume yang berkesan - UM in the news - U... http://www.umlib.um.edu.my/newscut_details.asp?cutid=1808	5	14



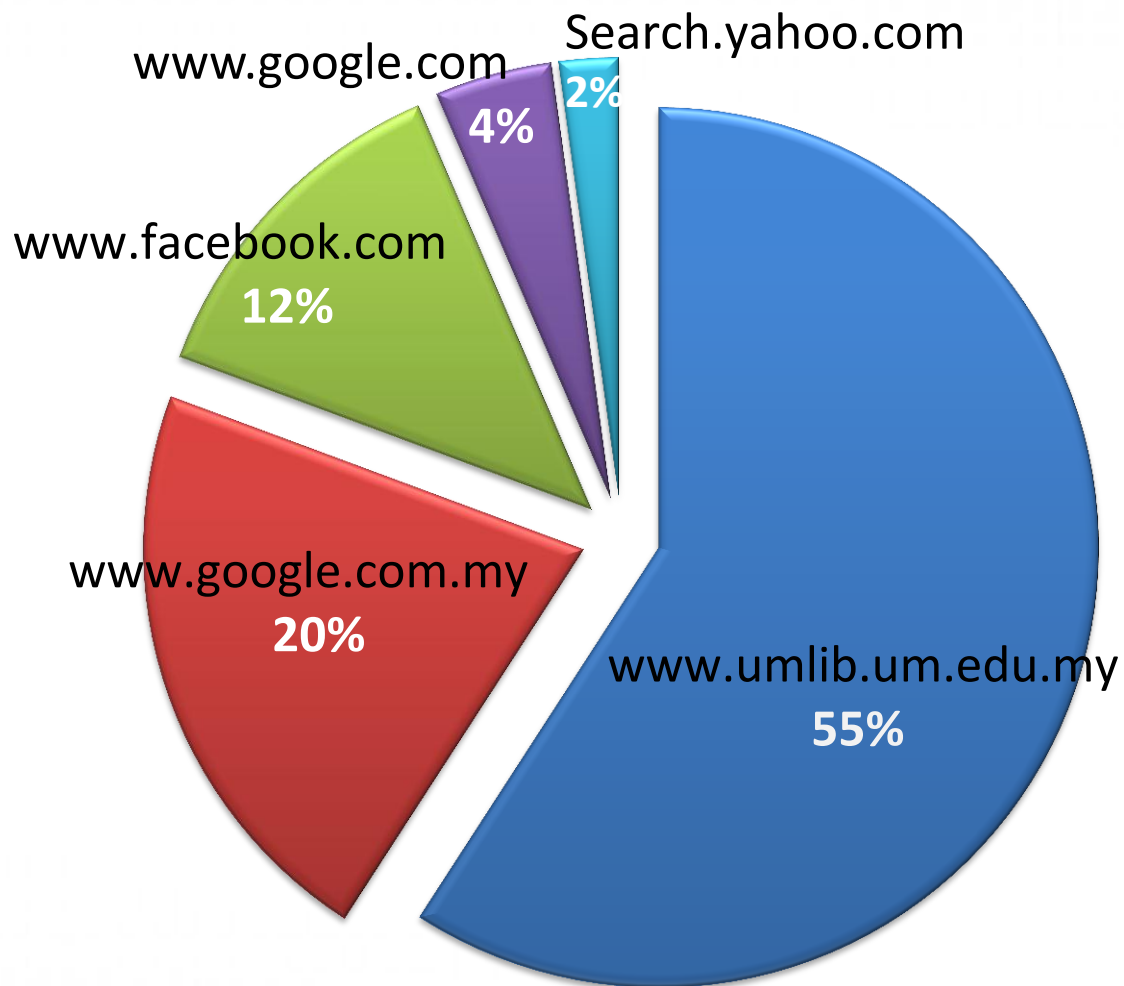
Measuring the effectiveness

e) Top domains – how user access “UM in the News” (Nov 2010 – Feb 2011)



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Measuring the effectiveness

f) Services Trends (Nov 2010 – Feb 2011)



Service Trends

Time Period: All Time

Daily Shares to Top Services



Print

150

Facebook

81

Other

56

Top Services

Select a service to view details

Service	Shares	Clicks	Viral Lift
Print	150	0	0%
Facebook	81	451	557%
Email	26	31	119%
Delicious	10	12	120%
Google	9	0	0%
Myspace	4	0	0%
Twitter	4	0	0%

Shares -

Clicks

Top Services by Category

Category	#
Tools	150
Social Network	85
Email/IM Service	29
Bookmarking Site	19
Blogging Platform	4

Facebook
Shares: 81
Clicks: 451
Viral lift: 557%
(Successful!)

1. Search engine optimization (SEO)

- easier -> users do not have to search the news clippings manually
- just type-in a keyword or a title on the search engine's browser

2. Expend content by uploading archived news clipping

- archived news clippings will also be uploaded into "UM in the News"

3. Text version for mobile devices

- provide text version for mobile devices to disseminate the latest news clippings
- convenient for the users to read the news directly on their mobile devices in a text version

4. Twitter

- Users can quickly share information with those who are interested in the UML's news and services, follow up with status updates and also build relationships



5. RSS (Really Simple Syndication)

- allows users to syndicate their site content besides providing an easy means to share and view headlines and contents
- to inform users that the news clippings have been uploaded, and
- allows personalised views for different sites

6. Tag clouds

- more convenient and intuitive navigation
- instant illustration of the main topics, giving a very specific and precise orientation of the news clippings' content
- ability to highlight the most important and/or popular subjects dynamically which is not the case in conventional navigation menus

7. MyWeboo

- allows users to manage their web files from various social media networks all in one place



Advantages and Limitations of social media for online marketing



Advantages

1. Reach a wide group of users for a small fraction of traditional advertising budgets
2. Allows users to read the news clippings conveniently
3. Measuring statistics easily and inexpensively
4. Almost all aspects of an online marketing promotion can be traced, measured, and tested
5. Can determine which news are more appealing to the users
6. The results of promotion can be measured and tracked immediately

Limitations

1. When the service providers terminate their services, users are no longer able to access the applications
2. Copyright and licensing, institutional factors, and the providers' own policies
3. Competent staffs are required to manage the related tasks



Conclusion



The viral effect - possible for services to be quickly made known faster



News clippings should be made available through the social networks for prompt and widespread dissemination of news



Analytics tool (Google and AddThis) - planning and providing information about the effectiveness of the strategies



Not all social media can be applied - it requires a strong commitment



A large roll of newspaper is shown, partially unrolled, with the text "Thank You" overlaid in the center. The newspaper pages are visible, showing some text and a photograph. The text "Thank You" is in a large, bold, gold-colored font.

Thank You

hazidah@um.edu.my



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